"Let's face it, how good does that feel to have some nice citrus shampoo from time to time?" says Zahn. "It's a wonderful luxury that we all enjoy. One of the things I was told when we were building our facilities is that one of the architects asked somebody, 'What do people with mental illness like?' And the answer was, 'The same things you like – what are you talking about? These are human beings who like the same comforts and luxuries as you do.' They're functioning on a level where they're trying to get by; what can we do to make life better [for them]?"

$CAMH CEO Catherine Zahn: Bullshit, Bromides & Brain Disease